

# Public/Private Partnership Opportunities to Leverage Resources

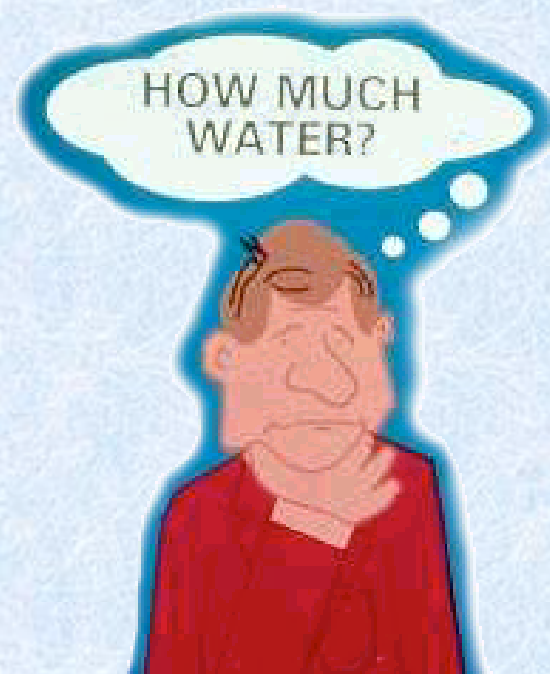
Austin, Texas  
January 15, 2004



# Water Efficient Devices in Calif

---

- ❖ Water savings devices rebated in the State
  - Almost 2.5 million ultra-low-flush toilets
  - Over 200,000 high efficiency clothes washers
  - Over 13,000 pre-rinse spray valves



# Why a National Labeling Program Would Help San Diego

---

- ❖ Educate consumers on advantages of water efficient products
- ❖ Encourage retailers to promote these products
- ❖ Assist water conservation efforts by identifying efficiency of products
- ❖ Motivate manufacturers to produce more water-efficient products
- ❖ Emulate Energy Star's success for energy efficiency





# Local Promotion of Program

---

- ❖ Prominently promote labeling program on marketing materials for incentive programs
- ❖ Qualifying products for incentive programs would be required to be rated/listed as Water Efficient by the labeling program
- ❖ Customers would receive list of qualifying product
- ❖ Retailers are already familiar with Energy Star so would promote a water labeling program as well
- ❖ Retailers also familiar with the approved list for incentives concept



# High-Efficiency Clothes Washers

---

- ❖ Both residential & commercial
- ❖ Require meet a water efficiency of 9.5
- ❖ Not all Energy Star machines meet the water requirement



# Ultra-Low Flush Toilets

---

- ❖ 475,000 installed in San Diego County through water agencies' program
- ❖ No rating available to determine most water efficient toilets
- ❖ Efficiency can range from 1.45 gpf to 1.89 gpf\*





# Pre-rinse Spray Valves

---

- ❖ Approximately 1,000 installed in San Diego County
- ❖ No rating available to determine most water efficient
- ❖ Most efficient models can save over 75,000 gpy



# Additional Water Conserving Products

---

- ❖ Irrigation controllers/equipment
- ❖ Dishwashers
- ❖ Hot water delivery systems
- ❖ Humidifiers
- ❖ Cooling Systems
- ❖ X-Ray Film Processors
- ❖ Laundry Equipment

